A FACT A DAY

ABOUT RESTAURANTS LONGCHAMPS



a fact a day



190

Heather and I ate lunch here. June 1940

Every Longchamps entree is a generous portion, garnished with finest, freshest vegetables, freshly prepared. Priced moderately.

SEYMOUR DURST

about LONGCHAMPS



Since Longchamps first introduced the famous Sizzling Platters, we have developed 20 different delicious varieties — including Charcoal-Broiled Sizzling Steaks, Baby Chicken, Mixed Grill and Hamburger.

OYL11804 BOX66

AVERY
CLASSICS
TX
945.5
.L66
L66
1959g

a fact a day



Can-openers are never used in Longchamps kitchens. The delicious flavors of garden-fresh vegetables and fresh-picked fruits are enjoyed here at their finest.



Food substitutes are never permitted. For example: our chefs sauté only with pure, fresh, sweet butter — delicious, fresh flavors are thus kept perfect.

a fact a day



A typical Longchamps à la carte dinner menu contains 250 different dishes . . . including 40 entrees, 26 salads, 38 desserts . . . meeting every preference with an ever-delicious variety.

about LONGCHAMPS



Longchamps cocktails conform to five standards: (1) finest authentic liquors; (2) freshly pressed juices; (3) always mixed-to-order; (4) only *fresh* ice used; (5) served in *double-size* glasses. Priced from 25c.

a fact a day



Tipping is not tolerated. Employees receive a 10% service charge in addition to their salaries, assuring superlative service for everypatron. Coatroomand bar tipping prohibited.

about LONGCHAMPS



Longchamps never serves frozen poultry, because freezing ruins flavor. Our chickens, turkeys, squabs, ducklings are strictly fresh-killed.

a fact a day



The air in every Restaurant Longchamps is conditioned as to temperature winter and summer and is continuously washed and purified. It is delightfully fresh and invigorating.

about LONGCHAMPS



From 12 to 20 varieties of Longchamps tempting fresh- picked and stewed fresh fruits as well as fresh fruit tarts offer the fruit connoisseur a feast.

a fact a day



Typical of Longchamps cellars: 27 brands of cognac, from 3-star to 131-year Napoleon — ports and sherries from 15 to 142 years old — 58 Scotches—143 brands of rare vintage wines.

about LONGCHAMPS



The best farms in New York, New Jersey, Connecticut, Vermont, Virginia send us their choicest fresh-killed chickens, baby ducklings, freshly-laid eggs, milk and cream.

a fact a day



Longchamps introduced —Sizzling Platters; the de luxe Baked Apple; Broccoli; the Frisco, Cuban Special and Hawaiian Dream cocktails — and many other taste-thrills.

about LONGCHAMPS



All rolls—French, Italian, soft, seeded, salted and other favorites — are baked daily in our own bakery and served liberally with the freshest, finest butter.

a fact a day



Choicest lobsters from Maine's blue waters are rushed to Longchamps by fast express daily (even Sunday) — vigorously alive. The finest lobsters are always on our menu— 10 different ways.

about LONGCHAMPS



Longchamps French ice cream is deliciously smooth and rich because it is not "inflated" with air bubbles. A gallon weighs 50% more than other ice creams similarly priced.

a fact a day



Direct-buying and lightning-fast delivery of choicest quality foods enable Longchamps to surpass in freshness and flavor even the finest home cooking.

about LONGCHAMPS



Longchamps wines are imported by us direct from authentic European sources, guaranteeing (1) wines true-to-type (2) genuine vintages (3) dependable quality (4) moderate prices.

a fact a day



Longchamps coffee and tea cakes embrace 32 varieties. Our freshly-baked coffee cakes — layer cakes, cookies, petits fours—are justly famous.

about LONGCHAMPS



Our baby chickens are hot-house-raised on elevated screens to prevent food contamination. Their diet is purest certified poultry food. Their tender, flavorsome quality is unique.

a fact a day



Longchamps cream is the heaviest cream used in the market — containing 40% butterfat (the New York State standard requires not less than 18%). Its sweet flavor is a rare treat.

about LONGCHAMPS



The delicate, zestful flavor of any Longchamps salad tells you we use only pure French olive oil, imported by us. Inferior salad oils are barred from our kitchens.

a fact a day



Our own candy kitchens, bread and roll bakery, pastry shop, ice cream plant, fruit and vegetable market, fish supply depot, meat market depot insure Longchamps perfection in quality.

about LONGCHAMPS



A daily Longchamps feature offers a dozen or more different seafood and shellfish delicacies prepared in delicious variety. Only absolutely fresh seafood is ever served.

a fact a day



Baby ducklings are raised exclusively for Longchamps by Virginia's finest poultry farms under conditions producing perfection in plump, tender, fine-textured, richly-flavored poultry.



Longchamps breakfast grapefruit, baked apple and other fruits are exactly the same size, first-quality fresh fruit served at other meals. Orange juice is always squeezed fresh to order.

a fact a day



Longchamps Coffee is selected, blended, roasted to our special requirements. Freshly ground, made and served with pure, undiluted, extra heavy cream, its flavor is uncopyable.

about LONGCHAMPS



Food and drink at all Restaurants Longchamps are identical in quality, preparation and service. Our own Culinary Institute and Bar Training Classes guarantee uniformity.

AVERY CLASSICS

a fact a day



For 20 years Longchamps has followed a single standard in the selection and preparation of everything served—the standard of "No Compromise With Quality."

about LONGCHAMPS



From sandwiches, salads and cocktails to luncheons, dinners, parties and banquets is the range of service by Longchamps' Catering Department (phone CH. 3-2200). We deliver to home or office.

RESTAURANTS
LONGCHAMPS
NEW YORK

BROADWAY
Opposite City Hall

55 FIFTH AVENUE
at 12th Street

1450 BROADWAY
at 41st Street

LEXINGTON AVENUE AT 42nd STREET
in the Chanin Bldg.

MADISON AVENUE
Bet. 48th & 49th Sts.

*** 624 MADISON AVE.**
at 59th Street

FIFTH AVE. AT 34th ST.
Empire State

40 EAST 49th STREET
Bet. Madison & Vanderbilt

19-21 WEST 57th ST.
Just Off Fifth Avenue

28 WEST 58th STREET
Just Off Fifth Avenue

1015-17 MADISON AVE.
Bet. 78th & 79th Sts.

*** 24-30 EAST 59th ST.**
Just Off Fifth Avenue

*** OPEN ALL NIGHT**